



Lingfield COLLEGE

Lingfield College is a vibrant and successful 0–18 school, known for its warm community, excellent pastoral care and inspiring academic outcomes.

Recruitment Pack

Digital Marketing Executive (Content & Social)

Full Time: 40 hours per week

Closing Date: Tuesday 5th May 2026

Inspiring Exciting Futures



Life at Lingfield

Lingfield College is a thriving independent day school for pupils aged 0–18, set on a green and spacious campus in the heart of Surrey.

As an all-through school, we offer a warm and welcoming environment where pupils grow with confidence from Nursery to Sixth Form.

We are proud of our grounded and friendly atmosphere - something visitors notice immediately. With around 900 pupils and 250 staff, our community is large enough to offer breadth and opportunity, yet small enough that every individual is known and valued.

At Lingfield, we believe education should develop the whole child. We encourage curiosity, confidence, kindness and ambition, supporting pupils to achieve their best academically while also nurturing their creativity, character and wellbeing.

All staff, both teaching and support, form part of a qualified and experienced team, united in a common goal: to inspire exciting futures for every Lingfield pupil.



Further information is available on the School's website
www.lingfieldcollege.co.uk

See also the Muddy Stiletto's Schools Review
[Click here for our review](#)



Hello & Welcome

Welcome to Lingfield College, and thank you for your interest in joining our community. Lingfield is a vibrant, welcoming and forward-looking school where every colleague plays a meaningful role in our continued success and in the lives of our pupils.

Ours is a culture built on respect, collaboration and kindness. Staff work closely with one another, and with our pupils, to create an environment that is both ambitious and supportive. We equip our colleagues with the tools, training, and professional development needed to flourish in their roles, and we continue to invest in our facilities and digital strategy to enhance the experience for both staff and pupils.

Working at Lingfield is rewarding and purposeful, surrounded by friendly, like-minded people. Our 40-acre campus is set in the Surrey countryside, yet benefits from excellent transport links, with Lingfield station only a short walk away.

Richard Bool
 Headmaster & Luna, Our Wellbeing Dog

Digital Marketing Executive (Content & Social)

Department:

Marketing Department

Location:

Whole School

Contract:

Full Time. Core hours: 8.30am – 4.30pm with paid lunch.

Some evening/weekend work required for events (TOIL provided).

Flexible working options, including reduced school-holiday hours, may be considered.

Closing Date:

Closing Date: Tuesday 5th May 2026

Salary:

£31,000 - £34,000

The Department

The Marketing Department leads all digital and offline marketing for Lingfield College. Our purpose is to support admissions growth, enhance the school's reputation, and showcase our vibrant community through high-impact campaigns, content and communications.

We work closely with colleagues across the School and with external agencies to deliver a wide range of projects across digital, print, events, design, photography, video and communications ideas and initiatives will genuinely shape our digital presence.

Role Overview

This is a central, hands-on and creative role within our Marketing Department — perfect for someone who lives and breathes digital storytelling and wants to take ownership of a varied, fast-paced and highly creative remit.

You will lead and shape the creation of high-quality, story-rich digital content that reflects the vibrancy of school life, celebrates our pupils and staff, and strengthens Lingfield's visibility and reputation. From dynamic short-form video to social media strategy, photography, copywriting and website communications, you will be instrumental in shaping our digital voice.

Working across Nursery, Prep, Senior and Sixth Form, you will spend time around the school capturing authentic moments, building relationships with staff and pupils, and identifying the stories that help families understand who we are. You will be a visible presence across the School, proactively spotting and capturing moments that bring Lingfield to life.

This is a role for someone proactive, imaginative and confident - someone who enjoys "getting stuck in," spotting great content opportunities and delivering work they are genuinely proud of.

Alongside term-time content creation, the role also supports wider marketing activity during school holiday periods. This may include campaign planning, website development, admissions communications and project-based work across digital and print. This balance provides valuable variety, combining creative content capture with more strategic and project-focused work across the year.

You'll be joining a friendly and creative team where your ideas and initiative will genuinely shape our digital presence.

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It's a highly professional and genuinely friendly place and it truly is a warm and welcoming community. The beautiful campus and amenities also make it an uplifting environment for both teaching and learning.



Andrew,
English Teacher

Role Description

Here is an overview of the responsibilities and how they will be involved in the day to day running of the School

Digital Content Creation

- Capture high-quality short-form video and photography across the School, using professional judgement to identify moments that best reflect Lingfield's ethos and priorities.
- Edit content using Canva, CapCut, InShot, iMovie or Adobe tools.
- Produce engaging social-first assets, including reels, stories, interviews, graphics, and behind-the-scenes content, tailored to platform and audience.
- Repurpose and edit footage from external videographers for use across social media, website and digital marketing
- Create longer-form written content (blogs, profiles, features) to support web and digital storytelling.
- Maintain a GDPR-compliant digital asset library and manage image permissions.
- Work with external videographers to plan, brief and schedule long-form video projects across the academic year.
- Coordinate with staff, secure permissions and support filming days as needed.
- Ensure all content is accurate, on-brand and aligned with safeguarding guidance and best practice.

Social Media & Channel Growth

- Lead the planning, creation and scheduling of regular content across Instagram, Facebook, LinkedIn, YouTube and potentially TikTok and Threads.
- Be a visible presence around the School, proactively gathering stories and moments that reflect daily school life and strengthen digital storytelling.
- Develop and manage strategic monthly content calendars to align with engagement and admissions priorities and key moments in the year.
- Write compelling, platform-tailored copy for diverse audiences.
- Moderate comments and messages to ensure timely, professional engagement.
- Analyse channel performance and emerging trends, using insight and data to provide monthly recommendations that shape content direction and improve engagement, reputation and reach.
- Conduct competitor benchmarking within the independent school market to inform approach and ensure Lingfield remains visible and relevant.

Digital Strategy & Paid Advertising

- Support the delivery of paid digital advertising campaigns (Meta Ads, Google Ads).
- Assist with audience targeting, creative refinement and messaging.
- Monitor performance and report on results with actionable insights.
- Contribute to ongoing digital growth strategies informed by data, trends and audience behaviour



Website & Email Communications

- Update and maintain website content via the School's CMS.
- Support SEO best practices (metadata, tagging, page structure, content optimisation).
- Create and send digital newsletters and targeted emails.
- Support improvements to website user journeys and overall user experience

Campaigns, Events & Wider Marketing

- Support major campaigns such as Open Mornings, Sixth Form recruitment and Results Day.
- Capture content at key School events (including some evenings and weekends, with notice and TOIL)
- Assist with print materials, advertising, collateral and admissions communications.
- Liaise with external creative suppliers where needed.
- Contribute to annual content planning and thematic storytelling.

Brand, Data & Administration

- Champion the Lingfield brand identity, tone and visual consistency across all touchpoints.
- Track and report on digital performance using platform insights and analytics tools.
- Provide clear, data-informed recommendations.
- Support general administrative tasks within the Marketing team.



Person Specification

It is expected that the successful applicant will have and can demonstrate the following.

Candidate Profile

The successful candidate will join a friendly, collaborative and ambitious Marketing team.

We're looking for someone who:

- Is Digital-First: Naturally tuned into social trends, short-form video, storytelling formats and how content performs across different platforms.
- Is Confident & Collaborative: Comfortable directing pupils and staff for quick shoots, building rapport and working closely with all departments in a warm, professional manner.
- Is Creative & Curious: Always spotting moments others walk past, full of ideas, and eager to experiment with new tools and content styles.
- Is Organised & Self-Motivated: Able to manage multiple priorities, work at pace, and take ownership of their output with pride.
- Is Development Focused: Sees this role as a chance to step forward professionally, building new skills and contributing to a creative, ambitious team.

Experience, Knowledge, Skills

Essential

- Proven experience in a hands-on digital marketing or content-focused role
- Strong understanding of social media trends, with experience creating short-form video content (e.g. Reels, TikTok)
- Confident in capturing and editing photography and short-form video, with an eye for compelling moments.
- Ability to plan content and tell engaging stories across platforms.
- Experience managing social media channels in a professional context
- Excellent written communication skills and attention to detail
- Proficiency with video editing tools eg. Canva, CapCut, InShot or Adobe
- Strong organisational and time management skills, with the ability to manage multiple priorities and meet deadlines
- High digital literacy and confidence in using and learning new platforms and tools
- Confident communicator, able to build relationships and work collaboratively across departments
- Basic Graphic Design skills and familiarity with design software (including Canva)

Desirable

- Experience working within education or a similar environment
- CIM or equivalent marketing/communications qualification.
- Familiarity with using website CMS platforms and SEO principles.
- Knowledge of paid digital campaigns (e.g. Google Ads, Meta Ads)
- Experience working with external suppliers, photographers or videographers



Let's Work Together



Hello, I am Cathryn, Head of HR. Please feel free to get in contact with the HR team if you need any support with any part of the application process.

Cathryn Marsden, Head of HR



Explore all our current vacancies at:

<https://www.lingfieldcollege.co.uk/i/work-with-us>

If you're considering joining Lingfield College, we're already delighted.

Ours is a community built on warmth, ambition and genuine collaboration — a place where people feel valued and where the work you do has real purpose.

If you're looking for a role that challenges you, supports you and allows you to make a meaningful impact, you may well find your next step here.



How to Apply

- Please submit your CV and a covering letter outlining your interest in the role and your suitability for the position to hr@lingfieldcollege.co.uk by Tuesday 5th May 2026
- If you would like an informal discussion about the role, our HR Team will be happy to help. hr@lingfieldcollege.co.uk
- Please also complete the Equal Opportunities Monitoring form, which will be separated from your application on receipt.



Further Information

To see more information in regards to our recruitment and applicant policies. Please head to our website or scan the following QR code:



Any queries to:
hr@lingfieldcollege.co.uk

Lingfield College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All applicants will be subject to child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

We are equally committed to equality, diversity and inclusion. We welcome applications from all suitably qualified candidates and provide a supportive working environment where every individual is treated with fairness, respect and value.



Lingfield College provides a generous package of benefits to support, reward and care for our staff. These are just a few of the advantages of being part of our community.



Location

Easy access from Surrey, Sussex and Kent, with good transport links.



Free Lunches

Hot meals with veggie options, plus salads and soup. Tea, coffee and subsidised breakfast items provided.



Health Plan

Access to Level 1 Unum Health Plan, with the optional upgrades available.



Pension Scheme

Employer contribution scheme.



Parking

Free car parking is available.



Fee Remission

Reduced term fees for staff with a child at the school.



Development

Strong commitment to CPD, coaching and career progression.



Sports Facilities Access

Free access to our fully equipped on-site gym



Social & Wellbeing

Exclusive staff social events from crafts, yoga, Theatre trips and more



EV Car & Bike Scheme

Cycle to Work and Electric Vehicle schemes.



Employee Assistance Programme

Confidential support accessible when staff need it most.



Staff Rewards

Access thousands of discounts and perks through the Reward Me Now app.



Directions at a Glance

Arriving via M25

- Exit at Junction 6 → A22 south towards East Grinstead / Lingfield Racecourse.
- At Blindley Heath, turn onto B2029 towards Lingfield
- Continue through Lingfield; at both mini roundabouts, take the first exit.
- Prep School: Continue past the main entrance to the Racecourse; the Prep School entrance is on your left.
- Senior School: Continue under the railway bridge, then left into St Piers Lane.

Arriving from Edenbridge

- Take the B2028 towards Lingfield.
- Senior School: Turn right into St Piers Lane, before the railway bridge.
- Prep School: Continue under the bridge, then turn right into the entrance.

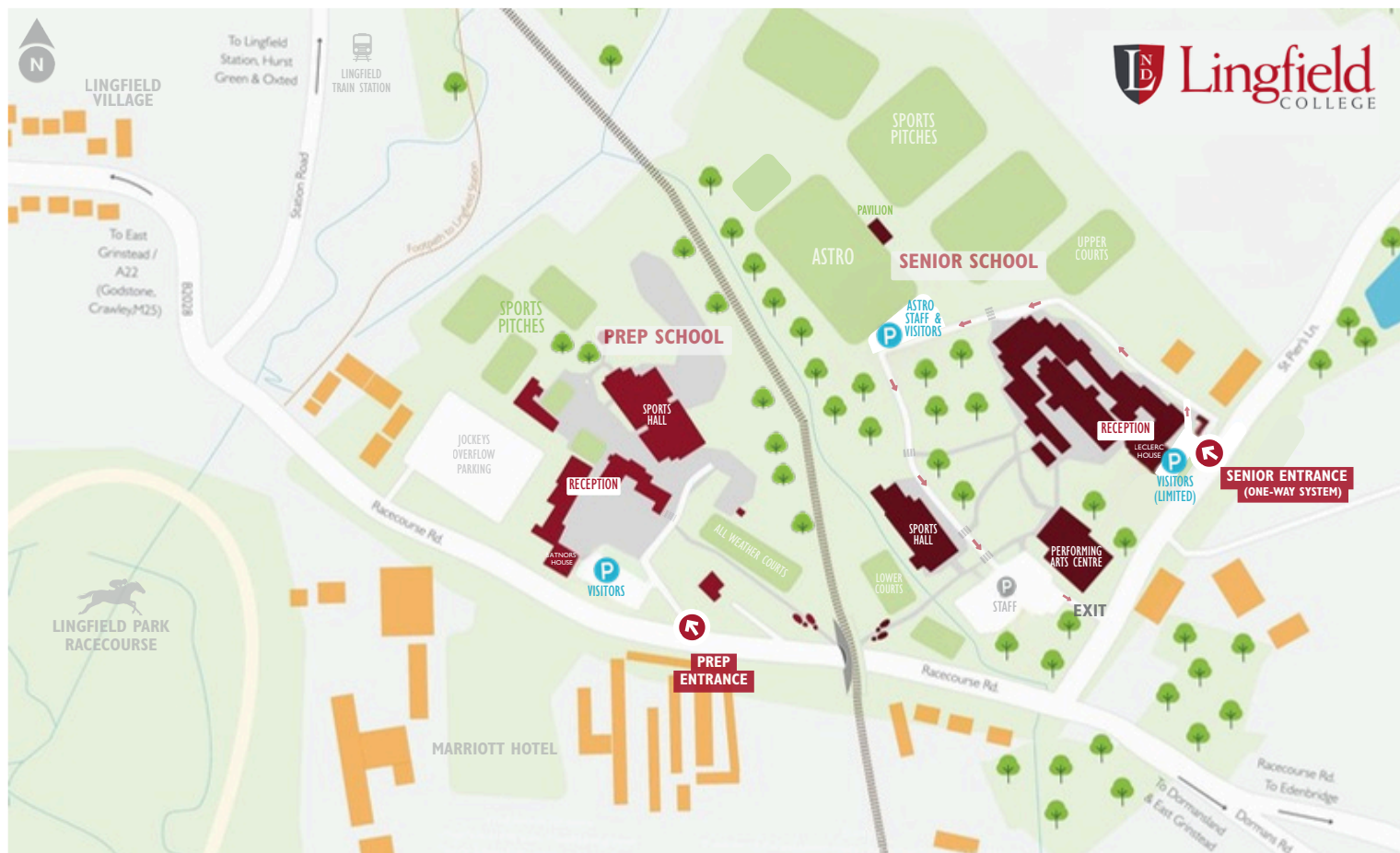
Parking & Arrival Steps

Prep School

- When the gates are closed, please press the call button on the left-hand side and a member of staff will open them for you.
- Park in the Visitors' car park on your left.
- Once parked, head through the archway and turn right at the wooden gates to the Prep School Office.

Senior School

- Limited visitor parking is available in front of Le Clerc House.
- If this is full, follow the one-way system to the Astro parking.
- Report to Reception, in the main building.



SAT-NAV Postcodes

Prep School: RH7 6PH
Senior School: RH7 6PN

What3words Locations:

Prep School Entrance: ///cooks.being.tower
Senior School Entrance: ///rent.ca.res.dinner

Contact:

If needed on the day, please contact the School Office: 01342 832407

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Working at Lingfield has been an amazing experience for me to not only develop myself professionally but also build strong connections with colleagues across support departments and teaching



Inspiring
Exciting Futures



Prep School & Nursery
Racecourse Road, Lingfield,
Surrey, RH7 6PH

Senior School & Sixth Form
St. Pier's Lane, Lingfield,
Surrey, RH7 6PN

Telephone: 01342 832407
www.lingfieldcollege.co.uk